

Foundation News

Vol.7, 2004

The Caitlin Robb Foundation Newsletter

Foundation Announces Annual Grants

Tempe, Arizona - On May 10, 2004, Caitlin Robb Foundation Chairman, Ross Robb, announced the recipients of grants to be made by the Arizona Chapter of the Foundation from net revenues generated during calendar year 2003.

Specifically, the following gifts were announced:

\$20,000 to the University of Arizona Medical Center's Steele Memorial Children's Research Center supporting ongoing research being conducted by Dr. Rochelle Bagatell, a former Caitlin Robb Memorial Fellow. Dr. Bagatell's research involves the collection and analysis of the tumor cells of pediatric solid tumor cancer patients from peripheral blood samples thus minimizing the need for invasive serial biopsies of the tumors of these young patients. If tumor cells can be effectively collected from these blood samples and the effect of anti-cancer agents can be studied, it may be possible to individualize the treatment of children to maximize anti-tumor effect and minimize the toxicity inherent in most current treatment.

\$40,000 to Phoenix Children's Hospital's Building Better Care For Kids Campaign as a reserve toward the third installment of a \$300,000 commitment to Arizona's first free-standing children's hospital which opened its doors in

2002. This gift by the Foundation was used to help underwrite the cost of the Pediatric Oncology Playroom in the hospital which is named in honor of Caitlin Robb, lost to neuroblastoma in 1995 and Caitlin's friend, Kyle Bingham, a 4 year old Chandler child who lost his battle to the same form of pediatric cancer later that same year. After a difficult and well publicized first year, we are pleased to report that the new Phoenix Children's Hospital has righted itself and should be a valuable health care asset to the community for many years to come.

\$15,000 to Ronald McDonald House Charities of Phoenix to assist with a \$6.2 million capital campaign currently underway at Ronald McDonald House. Consistent with its mission to direct gifts specifically to pediatric cancer programs, the Caitlin Robb Foundation worked with Ronald McDonald staff to design a program which will fund the construction of an apartment designated for used by children being treated for cancer, often after a bone marrow transplant, and their families. The design of the apartment will enable pediatric cancer patients to be isolated from other families and the community living areas of the main house during periods when medically necessary.

\$12,500 to Children's Hospital of Philadelphia in a 50%/50% joint

**Arizona Chapter
Gifts now
exceed \$750,000**

venture with the Delaware Valley Chapter to support the work of Dr. Kelly Goldsmith, a young neuroblastoma researcher at one of the world's foremost research facilities specializing in the study of neuroblastoma. This is the second consecutive year that the Arizona and Delaware chapters have teamed to help launch a career which will hopefully blossom into decades of valuable research.

\$6,650 to the "Adopt-A-Wish" program at the Make-A-Wish Foundation of Central and Southern Arizona to fund the Disneyland vacation wish of a 4 year old neuroblastoma patient and his family. This marks the ninth consecutive year that the Board of the Foundation has chosen Make-a-Wish as a recipient of funding directed to "current need" pediatric cancer families and brings total gifts to this worthy organization to over \$65,000.

\$5,000 to the Emily Center, in collaboration with the Children's Cancer Center at Phoenix Children's Hospital to fund the cost of publishing 13 health information handouts on a variety of pediatric cancer related topics. These handouts are for the use of patient care givers, typically parents, who are faced with the daunting task of understanding the illness and tests that must be administered to the child and who must master a variety of important in-home treatment techniques.

Help Kids with Cancer through United Way



The Caitlin Robb Foundation is a designated Valley Of the Sun United Way charity. If you wish to support pediatric cancer charities, please designate the Caitlin Robb Foundation (Valley of the Sun United Way ID#0712) as the choice on your United Way pledge form. Spread the word to your co-workers about this opportunity to support pediatric cancer charities through the United Way.

Foundation Video and Speakers Available

A 13 minute informative and inspirational video telling the story of the Caitlin Robb Foundation and explaining the accomplishments and mission of the Foundation is available at no charge. Also, Board members are available to civic groups and community organizations interested in learning more about pediatric cancer and the Caitlin Robb Foundation. Please call (480) 967-3392 (extension 113) to receive a copy of our video or to arrange a speaker to address your group.



MARK YOUR CALENDARS - NEW CHOICE OFFERED FOR GOLF OUTING

The 10th Annual Caitlin Robb Foundation Golf Tournament and CHASE Dinner and Auction will be held on Friday October 15th and Saturday October 16th, 2004. The Golf Tournament will be at the ASU Karsten Golf Course and now offers golfers a choice of a Friday afternoon or a Saturday afternoon tee time (the Saturday morning tee time will not be offered this year). The Dinner Auction will be poolside at the beautiful Tempe Mission Palms Hotel on Saturday evening October 16th and should be better than ever. A variety of sponsorships are available.

Thank You to Some Special Friends

During the past year several businesses and organizations have chosen the Caitlin Robb Foundation as the recipient of proceeds raised at special events. We know that these businesses and organizations could have chosen other worthy charities to support and we appreciate their generosity. The gifts from these special friends inspire all to continue the search for improved treatments and to help

children and families in need. We take pride in recognizing the following donors who helped make a difference in their community:

- **Grilled Expedition**
- **The Library Bar & Grill**
- **Danc'Inspiration at the Orpheum Theater**
- **Here on the Corner**
- **The Downtown Tempe Community Cooldown**

Make an Auction Donation....Help Fight Pediatric Cancer and....Get a Tax Break!!!!

We are currently seeking the donations for the silent and live auction and raffle to be held as part of the annual Caitlin Robb Foundation event this October. Donations are fully tax deductible. Past auctions have included trips, hotel and vacation home stays, golf foursomes, furniture and home accessories, dinners, jewelry and many other wonderful items. We are also looking for complementary items to be placed in golfer "goodie bags". Please call Suzann May at (480) 967-3392, ext. 118 if you wish to donate an item or if you have any questions about how your donation can help in the fight against pediatric cancer. Also, tell your friends about this wonderful opportunity.



Arizona Chapter

Post Office Box 3119
Tempe, Arizona 85280

Phone: (480) 967-3392
Fax (480) 894-5165
www.caitlinrobb.org

Foundation News

We welcome letters to the Editor

Graphics Design donated by:
industrial arts

Printing donated by:
The Impression Makers Printing

The contents of this Newsletter are copyrighted and no part may be reprinted without prior written permission of the Caitlin Robb Foundation
The Caitlin Robb Foundation is a 501(c)(3) charitable organization and all contributions to the Foundation are tax deductible.



Delaware Valley Chapter

Post Office Box 3888
Wilmington, Delaware 19807

Phone: (302) 634-8550
Fax (302) 634-8000
www.caitlinrobb.org

This July marked the 10 year anniversary of the Caitlin Robb Foundation. The time has passed so quickly and the experience of assisting children and families in need has been remarkably enriching for me and Jennifer and all of us who have been involved in the cause.

The very simple mission of the Foundation has remained the same since its inception "... to provide financial and other assistance in the ongoing effort to find a cure for the various forms of pediatric cancer and to further support those afflicted and their families." And that is what we have faithfully and efficiently done for these last 10 years. The memory of the namesake of the Foundation, Caitlin Robb has always been, and will always be, an important part of what we do. Caitlin's name and her likeness has put a face on pediatric cancer for all of us.

Those of us who have had a part in the success of the Foundation are proud of having always strived to not have the Foundation be about feeling sorry for anybody. We have always presented the facts about pediatric cancer in a straightforward, objective manner, urging folks to support us because of the undeniable facts about pediatric cancer and the merits of our cause and mission. Despite those efforts, we cannot, nor do we wish to, control the reasons why hundreds of individuals, businesses and foundations have chosen to help the Caitlin Robb Foundation over the past decade. We appreciate all support, no matter if it originates in one's heart or one's brain. However, recent experiences have led me to understand and appreciate how we have all rewritten history over the past ten years concerning Caitlin, her brief life, the Foundation and the experience that my family and our friends painfully endured not so long ago.

From the Chairman

"Re"-Writing History



Pins like this promote The Foundation and Pediatric Cancer Awareness.

Over the last ten years, as many of you know, Jennifer and I, and many supporters, have routinely worn a Caitlin's Cousins "angel pin" every day as a symbol of our Foundation and to more generally promote awareness of pediatric cancer. I am always gratified when I run into someone in my day-to-day routine who recognizes the pin (but doesn't know me) and wants to tell me "the story" of the pin. Believe me, some of the stories are amazing (even if they are not always accurate). Those stories aside, the typical "story" focused around a little girl who died from cancer and her parents courageous efforts to honor her with these pins. I always treasure these encounters and usually, depending on how much time I have to chat, I tell my new friend that I am Caitlin's dad, a discovery that usually elicits great warmth and sympathy from the other party and several minutes of additional conversation. I usually get to hear a moving story about my new friend's personal experience with cancer and we say goodbye both feeling better than we did only a few moments earlier. Frankly, Jennifer and I never tire of these

meetings; they help us to appreciate all that is good about humanity and exhibits how kind and caring people can be.

Recently, when I have had these encounters, the "story" often has changed a little, but to me the difference speaks volumes about what we have all accomplished through the Caitlin Robb Foundation. Now, the "story" is more often about how a foundation was formed to honor a child who died from cancer and has raised millions of dollars (yes, it usually is a bit exaggerated) to help other kids. To some the difference may seem minor. To me, it is hugely significant. Think about it....how often do any of us get a chance to rewrite history in such a profound way? Caitlin's history could have simply ended on January 16, 1995, remembered lovingly by a few of us but otherwise little noticed and little remembered. Through the stories of these strangers, who I bonded with for a few brief minutes in an airport, a grocery store, a golf course or elsewhere, I now know that we have turned a tragedy into a triumph that will be long remembered by so many for many more decades to come. In words I borrow from Ronald Reagan's farewell address, commenting on the accomplishments of his eight years in office, to describe our work with the Caitlin Robb Foundation over the past 10 years....."not bad my friends, not bad at all."



Ross Robb
Chairman

Caitlin Robb Foundation
email: rrobb@bentonrobb.com



History of Operations
For the Year and Nine Years Ended December 31, 2003

	1995-2002	2003	1995-2003	Percent of Total Rev.
REVENUES				
Net proceeds from Golf Tournament and CHASE Dinner Auction and fundraising campaign	\$513,967	\$79,350	\$593,317	77.26%
Other contributions received	\$139,416	\$30,851	\$190,134	20.96%
Investment income, net of investment expenses	<u>\$11,836</u>	<u>\$1,979</u>	<u>\$15,151</u>	<u>1.78%</u>
TOTAL REVENUES	<u>\$665,219</u>	<u>\$109,282</u>	<u>\$798,602</u>	100.00%
EXPENDITURES				
Contributions to Pediatric Cancer Programs				
University of Arizona Children's Research Center	\$180,000	\$20,000	\$200,000	25.04%
Arizona State University Cancer Research Institute	\$137,000		\$137,000	17.15%
Phoenix Children's Hospital - New Hospital Capital Campaign	\$82,857	\$61,857	\$144,714	18.12%
Phoenix Children's Hospital - Programs	\$48,168		\$48,168	6.03%
Emily Anderson Center	\$46,338	\$5,000	\$53,338	6.68%
Make-A-Wish Foundation of Central & Southern Arizona	\$59,625	\$6,650	\$66,275	8.30%
Hospice of the Valley	\$30,000		\$30,000	3.76%
Ronald McDonald Charities of Phoenix	\$2,500	\$15,000	\$17,500	2.19%
Children's Hospital of Philadelphia	\$12,500	\$12,500	\$25,000	3.13%
Others, including direct family assistance	<u>\$31,617</u>	<u>\$930</u>	<u>\$32,547</u>	<u>4.08%</u>
Total Contributions	\$632,605	\$121,937	\$754,542	94.48%
Fundraising, General & Administrative Expenses	\$25,594	\$3,056	\$28,650	3.59%
TOTAL EXPENDITURES	<u>\$658,199</u>	<u>\$124,993</u>	<u>\$783,192</u>	
EXCESS REVENUES (Expenditures)	<u>\$7,020</u>	<u>\$8,390</u>	<u>\$15,410</u>	<u>1.93%</u> 100.00%



Post Office Box 3119
 Tempe, Arizona 85280

**10th Annual Event -
 October 15 & 16, 2004
 ASU Karsten Golf Course
 and
 Tempe Mission Palms Hotel**